

This listing of claims will replace all prior versions, and listings, of claims in the application:

1 Claim 1 (currently amended): A system for providing  
2 text summarization for use in Web-based content,  
3 comprising:

4 a text identifier to determine text responsive to  
5 an executed query comprising one or more query terms;

6 a phrase identifier to identify at least one  
7 phrase ~~phrases~~ within the text; and

8 a phrase summarizer to summarize at least one of  
9 the at least one phrase ~~the phrases~~ into summarized  
10 text, ~~comprising~~ the phrase summarizer including+

11 a word marker to mark at least one word in  
12 the ~~phrases~~ at least one of the at least one phrase  
13 using at least one of (A) a match of the at least one  
14 word with at least one word of the executed query, and  
15 (B) a format rule,

16 ~~a matcher to match zero or more words in the~~  
17 ~~phrases to the query terms,~~ and

18 a word placer to place the at least one ~~of a~~  
19 ~~matched word or a~~ marked word into the summarized text  
20 subject to space restrictions.

1 Claim 2 (currently amended): A system according to  
2 Claim 1, wherein the at least one phrase is ~~phrases~~  
3 ~~are~~ identified by content separators evaluated within  
4 the text ~~relative to the zero or more words~~.

1 Claim 3 (original): A system according to Claim 2,  
2 wherein the content separators comprises at least one

3 of breaking punctuation, parenthetical text and  
4 breaking prepositions.

1 Claim 4 (currently amended): A system according to  
2 Claim 2, further comprising:

3 a phrase matcher to match ~~the zero or more words~~  
4 ~~to the query terms~~ at least one word in the at least  
5 one of the at least one phrase with at least one word  
6 of the executed query independent of at least one of  
7 case and suffixes.

1 Claim 5 (currently amended): A system according to  
2 Claim 2, further comprising:

3 a word locator to locate at least one significant  
4 word situated relative to one such matched word within  
5 the at least one phrase, and to place the at least one  
6 significant word into the summarized text subject to  
7 space restrictions.

1 Claim 6 (currently amended): A system according to  
2 Claim 5, further comprising:

3 a word marker to mark one or more unplaced words  
4 situated relative to one or more matched words and the  
5 at least one significant word within the at least one  
6 phrase, and to place one or more marked words or  
7 matched words into the summarized text subject to  
8 space restrictions.

1 Claim 7 (original): A system according to Claim 6,  
2 further comprising:

3 a word selector to select the marked words in one  
4 of right-to-left and left-to-right order.

1 Claim 8 (currently amended): A system according to  
2 Claim 1, wherein the at least one phrase is ~~phrases~~  
3 are identified by parts of speech determined by  
4 tagging the parts of speech within the text.

1 Claim 9 (original): A system according to Claim 8,  
2 further comprising:  
3 a word dropper to drop one or more words situated  
4 relative to a grammatical phrase boundary.

1 Claim 10 (original): A system according to Claim 9,  
2 further comprising:  
3 a word adder to add one or more words situated  
4 relative to one or more non-dropped words.

1 Claim 11 (original): A system according to Claim 9,  
2 further comprising:  
3 a boundary identifier to determine the  
4 grammatical phrase boundary based on at least one of  
5 one or more predetermined punctuation marks and a  
6 prepositional phrase.

1 Claim 12 (original): A system according to Claim 11,  
2 wherein the predetermined punctuation marks comprise  
3 at least one of a hyphen, colon and parenthesis.

1 Claim 13 (original): A system according to Claim 8,  
2 further comprising:  
3 a word selector to select one or more words  
4 situated relative to a grammatical phrase boundary,  
5 wherein the word comprises one of a rightmost proper  
6 noun, a regular noun immediately following the  
7 rightmost proper noun, and a regular noun if the

8 rightmost proper noun is not found, and to place the  
9 one or more selected words into the summarized text  
10 subject to space restrictions.

1 Claim 14 (original): A system according to Claim 1,  
2 further comprising:

3 a confidence level associated with summarized  
4 text; and

5 an evaluator to evaluate a quality of the  
6 summarized text based on the confidence level.

1 Claim 15 (original): A system according to Claim 14,  
2 further comprising:

3 an adjuster to adjust the confidence level  
4 relative to one or more dropped words.

1 Claim 16 (original): A system according to Claim 1,  
2 wherein at least one word comprises a compound word  
3 comprising a plurality of individual words.

1 Claim 17 (original): A system according to Claim 1,  
2 further comprising:

3 a case normalizer to normalize the case for  
4 letters occurring in each of the zero or more phrases.

1 Claim 18 (original): A system according to Claim 1,  
2 wherein the text comprises at least one of an  
3 advertisement, search results and Web content.

1 Claim 19 (original): A system according to Claim 1,  
2 wherein the text comprises non-Web content.

1 Claim 20 (original): A system according to Claim 1,  
2 further comprising:

3 a text placer to place the summarized text in at  
4 least one of an advertising creative, summarized  
5 search results and summarized Web content.

1 Claim 21 (original): A system according to Claim 1,  
2 further comprising:

3 a text placer to place the summarized text into  
4 at least one of a table cell and column entry.

1 Claim 22 (currently amended): A method for providing  
2 text summarization for use in Web-based content,  
3 comprising:

4 determining text responsive to an executed query  
5 comprising one or more query terms and identifying at  
6 least one phrase ~~phrases~~ within the text; and

7 summarizing at least one of the at least one  
8 phrase ~~the phrases~~ into summarized text, ~~comprising~~  
9 the act of summarizing including

10 marking at least one word in the ~~phrases~~ at  
11 least one of the at least one phrase using at least  
12 one of (A) a match of the at least one word with at  
13 least one word of the executed query, and (B) a format  
14 rule,

15 ~~matching zero or more words in the phrases~~  
16 ~~to the query terms,~~ and

17 placing the at least one ~~of a matched word~~  
18 ~~or a~~ marked word into the summarized text subject to  
19 space restrictions.

1 Claim 23 (currently amended): A method according to  
2 Claim 22, further comprising:

3 identifying the at least one phrase ~~phrases~~ by  
4 content separators evaluated within the text ~~relative~~  
5 ~~to the zero or more words~~.

1 Claim 24 (original): A method according to Claim 23,  
2 wherein the content separators comprises at least one  
3 of breaking punctuation, parenthetical text and  
4 breaking prepositions.

1 Claim 25 (currently amended): A method according to  
2 Claim 23, further comprising:  
3 ~~matching the zero or more words to the query~~  
4 ~~terms~~ at least one word in the at least one of the at  
5 least one phrase with at least one word of the  
6 executed query independent of at least one of case and  
7 suffixes.

1 Claim 26 (currently amended): A method according to  
2 Claim 23, further comprising:  
3 locating at least one significant word situated  
4 relative to one such matched word within the at least  
5 one phrase; and  
6 placing the at least one significant word into  
7 the summarized text subject to space restrictions.

1 Claim 27 (currently amended): A method according to  
2 Claim 26, further comprising:  
3 marking one or more unplaced words situated  
4 relative to one or more matched words and the at least  
5 one significant word within the at least one phrase;  
6 and

7 placing one or more marked words or matched words  
8 into the summarized text subject to space  
9 restrictions.

1 Claim 28 (original): A method according to Claim 27,  
2 further comprising:

3 selecting the marked words in one of right-to-  
4 left and left-to-right order.

1 Claim 29 (currently amended): A method according to  
2 Claim 22, further comprising:

3 identifying the at least one phrase ~~phrases~~ by  
4 parts of speech determined by tagging the parts of  
5 speech within the text.

1 Claim 30 (original): A method according to Claim 29,  
2 further comprising:

3 dropping one or more words situated relative to a  
4 grammatical phrase boundary.

1 Claim 31 (original): A method according to Claim 30,  
2 further comprising:

3 adding one or more words situated relative to one  
4 or more non-dropped words.

1 Claim 32 (original): A method according to Claim 30,  
2 further comprising:

3 determining the grammatical phrase boundary based  
4 on at least one of one or more predetermined  
5 punctuation marks and a prepositional phrase.

1 Claim 33 (original): A method according to Claim 32,  
2 wherein the predetermined punctuation marks comprise  
3 at least one of a hyphen, colon and parenthesis.

1 Claim 34 (original): A method according to Claim 30,  
2 further comprising:  
3 selecting one or more words situated relative to  
4 a grammatical phrase boundary, wherein the word  
5 comprises one of a rightmost proper noun, a regular  
6 noun immediately following the rightmost proper noun,  
7 and a regular noun if the rightmost proper noun is not  
8 found; and  
9 placing the one or more selected words into the  
10 summarized text subject to space restrictions.

1 Claim 35 (original): A method according to Claim 22,  
2 further comprising:  
3 associating a confidence level with summarized  
4 text; and  
5 evaluating a quality of the summarized text based  
6 on the confidence level.

1 Claim 36 (original): A method according to Claim 35,  
2 further comprising:  
3 adjusting the confidence level relative to one or  
4 more dropped words.

1 Claim 37 (original): A method according to Claim 22,  
2 wherein at least one word comprises a compound word  
3 comprising a plurality of individual words.

1 Claim 38 (original): A method according to Claim 22,  
2 further comprising:  
3 normalizing the case for letters occurring in  
4 each of the zero or more phrases.



1 Claim 39 (original): A method according to Claim 22,  
2 wherein the text comprises at least one of an  
3 advertisement, search results and Web content.

1 Claim 40 (original): A method according to Claim 22,  
2 wherein the text comprises non-Web content.

1 Claim 41 (original): A method according to Claim 22,  
2 further comprising:  
3 placing the summarized text in at least one of an  
4 advertising creative, summarized search results and  
5 summarized Web content.

1 Claim 42 (original): A method according to Claim 22,  
2 further comprising:  
3 placing the summarized text into at least one of  
4 a table cell and column entry.

1 Claim 43 (original): A computer-readable storage  
2 medium holding code for performing the method  
3 according to Claim 22.

1 Claim 44 (currently amended): An apparatus for  
2 providing text summarization for use in Web-based  
3 content, comprising:  
4 means for determining text responsive to an  
5 executed query comprising one or more query terms and  
6 means for identifying at least one phrase ~~phrases~~  
7 within the text; and  
8 means for summarizing at least one of the at  
9 least one phrase ~~the phrases~~ into summarized text,  
10 ~~comprising the means for summarizing including~~

11 means for marking at least one word in the  
 12 ~~phrases~~ at least one of the at least one phrase using  
 13 at least one of (A) a match of the at least one word  
 14 with at least one word of the executed query, and (B)  
 15 a format rule,  
 16 ~~means for matching zero or more words in the~~  
 17 ~~phrases to the query terms,~~ and  
 18 means for placing the at least one ~~of a~~  
 19 ~~matched word or a~~ marked word into the summarized text  
 20 subject to space restrictions.

1 Claim 45 (currently amended): A system for building  
 2 Web-based advertising creatives, comprising:  
 3 an advertising server to identify at least one  
 4 item description responsive to an executed query  
 5 comprising one or more query terms;  
 6 a phrase identifier to extract a name from the  
 7 item description and to identify at least one phrase  
 8 ~~phrases~~ within the name; and  
 9 a phrase summarizer to summarize at least one of  
 10 the at least one phrase ~~the phrases~~ into an  
 11 advertising creative, ~~comprising~~ the phrase summarizer  
 12 including  
 13 a word marker to mark at least one word in the  
 14 ~~phrases~~ at least one of the at least one phrase using  
 15 at least one of (A) a match of the at least one word  
 16 with at least one word of the executed query, and (B)  
 17 a format rule,  
 18 ~~a matcher to match zero or more words in the~~  
 19 ~~phrases to the query terms,~~ and

20 a word placer to place the at least one ~~of a~~  
21 ~~matched word or a~~ marked word into the advertising  
22 creative subject to space restrictions.

1 Claim 46 (original): A system according to Claim 45,  
2 further comprising:

3 a description identifier to retrieve a  
4 description from the item description and to  
5 supplement the advertising creative with the  
6 description subject to space restrictions.

1 Claim 47 (original): A system according to Claim 46,  
2 further comprising:

3 a description summarizer to summarize the  
4 description.

1 Claim 48 (original): A system according to Claim 45,  
2 further comprising:

3 a parse tree formed from the item description;  
4 a parser to traverse the parse tree for  
5 constituents meeting syntactic constraints; and  
6 a description identifier to supplement the  
7 advertising creative with the constituents subject to  
8 space restrictions.

1 Claim 49 (original): A system according to Claim 45,  
2 further comprising:

3 a category identifier to retrieve a category name  
4 associated with the item description and supplementing  
5 the advertising creative with the category name  
6 subject to space restrictions.

1 Claim 50 (original): A system according to Claim 49,  
2 further comprising:

3           a hierarchy of categories; and  
4           a category summarizer to summarize the category  
5 name by prepending ancestor categories determined from  
6 the hierarchy.

1       Claim 51 (original): A system according to Claim 50,  
2 wherein redundant categories are removed from the  
3 category name.

1       Claim 52 (original): A system according to Claim 45,  
2 further comprising:  
3           a confidence level associated with the category  
4 name; and  
5           a category summarizer to select the category name  
6 having a substantially best confidence level.

1       Claim 53 (original): A system according to Claim 45,  
2 further comprising:  
3           a merchant identifier to retrieve a merchant  
4 information from the item description and  
5 supplementing the advertising creative with the  
6 merchant information subject to space restrictions.

1       Claim 54 (original): A system according to Claim 45,  
2 further comprising:  
3           a case normalizer to normalize the case for  
4 letters occurring in each of the zero or more words.

1       Claim 55 (original): A system according to Claim 45,  
2 wherein the item description comprises at least one of  
3 structured and unstructured Web content.

1 Claim 56 (original): A system according to Claim 45,  
2 wherein the item description comprises at least one of  
3 a product description and a service description.

1 Claim 57 (currently amended): A method for building  
2 Web-based advertising creatives, comprising:  
3 identifying at least one item description  
4 responsive to an executed query comprising one or more  
5 query terms;

6 extracting a name from the item description;  
7 identifying at least one phrase ~~phrases~~ within  
8 the name; and

9 summarizing at least one of the at least one  
10 phrase ~~the phrases~~ into an advertising creative,  
11 ~~comprising the act of summarizing including:~~

12 marking at least one word in the ~~phrases~~ at  
13 least one of the at least one phrase using at least  
14 one of (A) a match of the at least one word with at  
15 least one word of the executed query, and (B) a format  
16 rule,

17 ~~matching zero or more words in the phrases~~  
18 ~~to the query terms,~~ and

19 placing the at least one of ~~a matched word~~  
20 ~~ex~~ a marked word into the advertising creative subject  
21 to space restrictions.

1 Claim 58 (original): A method according to Claim 57,  
2 further comprising:

3 retrieving a description from the item  
4 description; and

5 supplementing the advertising creative with the  
6 description subject to space restrictions.

1 Claim 59 (original): A method according to Claim 58,  
2 further comprising:  
3 summarizing the description.

1 Claim 60 (original): A method according to Claim 57,  
2 further comprising:  
3 forming the item description into a parse tree;  
4 traversing the parse tree for constituents  
5 meeting syntactic constraints; and  
6 supplementing the advertising creative with the  
7 constituents subject to space restrictions.

1 Claim 61 (original): A method according to Claim 57,  
2 further comprising:  
3 retrieving a category name associated with the  
4 item description; and  
5 supplementing the advertising creative with the  
6 category name subject to space restrictions.

1 Claim 62 (original): A method according to Claim 61,  
2 further comprising:  
3 defining a hierarchy of categories; and  
4 summarizing the category name by prepending  
5 ancestor categories determined from the hierarchy.

1 Claim 63 (original): A method according to Claim 62,  
2 further comprising:  
3 removing redundant categories from the category  
4 name.

1 Claim 64 (original): A method according to Claim 57,  
2 further comprising:

3 associating a confidence level with the category  
4 name; and  
5 selecting the category name having a  
6 substantially best confidence level.

1 Claim 65 (original): A method according to Claim 57,  
2 further comprising:

3 retrieving a merchant information from the item  
4 description; and  
5 supplementing the advertising creative with the  
6 merchant information subject to space restrictions.

1 Claim 66 (original): A method according to Claim 57,  
2 further comprising:

3 normalizing the case for letters occurring in  
4 each of the zero or more words.

1 Claim 67 (original): A method according to Claim 57,  
2 wherein the item description comprises at least one of  
3 structured and unstructured Web content.

1 Claim 68 (original): A method according to Claim 57,  
2 wherein the item description comprises at least one of  
3 a product description and a service description.

1 Claim 69 (original): A computer-readable storage  
2 medium holding code for performing the method  
3 according to Claim 57.

1 Claim 70 (currently amended): An apparatus for building  
2 Web-based advertising creatives, comprising:

3 means for identifying at least one item description  
4 responsive to an executed query comprising one or more  
5 query terms;

6 means for extracting a name from the item  
7 description;  
8 means for identifying at least one phrase ~~phrases~~  
9 within the name; and  
10 means for summarizing at least one of the at least  
11 one phrase ~~the phrases~~ into an advertising creative,  
12 ~~comprising~~ the means for summarizing including  
13 means for marking at least one word in the  
14 ~~phrases~~ at least one of the at least one phrase using at  
15 least one of (A) a match of the at least one word with at  
16 least one word of the executed query, and (B) a format  
17 rule,  
18 ~~means for matching zero or more words in the~~  
19 ~~phrases to the query terms;~~ and  
20 means for placing the at least one ~~of a matched~~  
21 ~~word or a~~ marked word into the advertising creative  
22 subject to space restrictions.